

Rep Order# 9793438 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 50081

Printed: 09/12/2012 12:56 PM  
Last Received: 09/12/2012 11:36 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate# 1536  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. WILL MKGD LINE 17 ON CURRENT SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*17	TU-F,M	7P-730P	TWO & A HALF MEN	:30	\$70.00	09/04-09/10	2	1	2	\$140.00	
		Sales Remark:		V9 1X NA								
		V9 Comment		Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 2 / \$140.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$1,030.00  
Sales Totals: 38 / \$1,030.00  
Station Totals: 38 / \$1,030.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$103,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null  
Demos RA35+

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9793438 Ver# 8 Status Returned  
EC'd Yes

Traffic Order# 50081

Printed: 09/11/2012 1:38 PM  
Last Received: 09/07/2012 11:28 AM  
Showing Buylines: All Lines

1 of 4

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate# 1536  
Buyer Meredith Kaufman  
Phone#  
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--- REMARKS ---

pls see line 17  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$5.00	09/04-09/10	2	1	2	\$10.00	
	2	TU-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$10.00	09/04-09/10	2	1	2	\$20.00	
	3	TU-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$20.00	09/04-09/10	1	1	1	\$20.00	
	4	TU-F,M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$10.00	09/04-09/10	2	1	2	\$20.00	
	5	TU-F,M	10A-11A	ANDY GRIFFITH/ANDY GRIFFITH	:30	\$15.00	09/04-09/10	2	1	2	\$30.00	
	6	TU-F,M	11A-12P	BILL CUNNINGHAM SHOW	:30	\$20.00	09/04-09/10	1	1	1	\$20.00	
	7	TU-F,M	12P-1230P	LOCAL 12 NEWS AT NOON	:30	\$15.00	09/04-09/10	2	1	2	\$30.00	
	8	TU-F,M	1P-130P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	09/04-09/10	3	1	3	\$60.00	
	9	TU-F,M	130P-2P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	09/04-09/10	2	1	2	\$40.00	
	10	TU-F,M	2P-3P	LAW & ORDER: CI	:30	\$20.00	09/04-09/10	1	1	1	\$20.00	

# Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 50081

## Line: 1

09/04/12	Tuesday	09:17 AM	:30	\$5.00	OFA-12- 5a	Good Morn Cincinna 5a-6a		OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/05/12	Wednesday	04:42:04 AM	:30	\$5.00	OFA-12- 5a	Good Morn Cincinna 5a-6a		OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	

## Line: 2

09/04/12	Tuesday	03:13:19 AM	:30	\$10.00	OFA-12- 6a	Good Morn Cincinna 6a-7a		OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/05/12	Wednesday	03:45:16 AM	:30	\$10.00	OFA-12- 6a	Good Morn Cincinna 6a-7a		OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	

## Line: 3

09/05/12	Wednesday	07:38:52 AM	:30	\$20.00	OFA-12- 7a	Good Morn Cincinna 7a-8a		OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											1	

## Line: 4

09/04/12	Tuesday	03:30:33 AM	:30	\$10.00	OFA-12- M-F	8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/05/12	Wednesday	03:02:24 AM	:30	\$10.00	OFA-12- M-F	8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	

## Line: 5

09/04/12	Tuesday	01:01:49 AM	:30	\$15.00	OFA-12- M-F	10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/06/12	Thursday	01:56:26 AM	:30	\$15.00	OFA-12- M-F	10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	

## Line: 6

09/05/12	Wednesday	11:29:25 AM	:30	\$20.00	OFA-12- M-F	11a-12p	11a-12p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											1	

## Line: 7

09/04/12	Tuesday	12:12:16 PM	:30	\$15.00	OFA-12- M-F	12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/06/12	Thursday	12:26:54 PM	:30	\$15.00	OFA-12- M-F	12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	

## Line: 8

09/06/12	Thursday	11:58:24 PM	:30	\$20.00	OFA-12- M-F	1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/07/12	Friday	11:20:18 PM	:30	\$20.00	OFA-12- M-F	1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/10/12	Monday	11:42:44 PM	:30	\$20.00	OFA-12- M-F	1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	3	MWASH
											3	

## Line: 9

09/06/12	Thursday	11:18:36 PM	:30	\$20.00	OFA-12- M-F	1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/07/12	Friday	11:58:54 PM	:30	\$20.00	OFA-12- M-F	1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	3	MWASH
											2	

## Line: 10

09/04/12	Tuesday	11:38:24 PM	:30	\$20.00	OFA-12- M-F	2p-3p	2p-3p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											1	

## Line: 11

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50081												
<b>Line: 11</b>												
09/08/12	Saturday	3:09:29 PM	:30	\$10.00	OFA-12-	Sa 12p-6p	(3:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	
<b>Line: 12</b>												
09/09/12	Sunday	2:58:03 PM	:30	\$10.00	OFA-12-	Su 12p-7p	(12:00:00 PM-1:00:00 PM)	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	
<b>Line: 14</b>												
09/05/12	Wednesday	3:27:44 PM	:30	\$30.00	OFA-12-	M-F 3p-4p	3p-4p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/06/12	Thursday	3:27:24 PM	:30	\$30.00	OFA-12-	M-F 3p-4p	3p-4p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	
<b>Line: 15</b>												
09/04/12	Tuesday	5:19:45 PM	:30	\$35.00	OFA-12-	M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/06/12	Thursday	5:49:38 PM	:30	\$35.00	OFA-12-	M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 16</b>												
09/04/12	Tuesday	3:29:29 PM	:30	\$40.00	OFA-12-	M-F 6p-630p	6p-630p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	
<b>Line: 17</b>												
09/04/12	Tuesday	7:25:29 PM	:30	\$70.00	OFA-12-	M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/06/12	Thursday	7:23:23 PM	:30	\$70.00	OFA-12-	M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 18</b>												
09/08/12	Saturday	7:28:53 PM	:30	\$70.00	OFA-12-	Sa 7p-730p	7p-730p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	
<b>Line: 19</b>												
09/08/12	Saturday	11:36 PM	:30	\$25.00	OFA-12-	M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/09/12	Sunday	11:31:51 PM	:30	\$25.00	OFA-12-	M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 20</b>												
09/05/12	Wednesday	11:03:24 PM	:30	\$25.00	OFA-12-	M-F 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	
<b>Line: 21</b>												
09/05/12	Wednesday	11:26:57 PM	:30	\$30.00	OFA-12-	M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/06/12	Thursday	11:34:25 PM	:30	\$30.00	OFA-12-	M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	
<b>Line: 22</b>												
09/06/12	Thursday	12:01:10 XM	:30	\$30.00	OFA-12-	M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/07/12	Friday	12:00:03 XM	:30	\$30.00	OFA-12-	M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 50081

Line: 23

09/08/12	Saturday	5:50:50 PM	:30	\$15.00	OFA-12- Sa	1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											1	

Line: 25

09/08/12	Saturday	7:03:58 XM	:30	\$25.00	OFA-12- Sa	1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											1	

Line: 26

09/10/12	Monday	7:58:31 PM	:30	\$125.00	OFA-12- M-F	1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A	1536 *A	P-2	1	MWASH
											1	
											38	
											38	
											38	
											38	
											38	
											38	

[Filtered by: ] [Sorted by: Station]